

Listing of Claims:

1. (Currently Amended) A method for monitoring and reporting performance information relating to data transmission, comprising:

receiving at a processor an electronic data transmission addressed to a ~~network service provider~~ a terminating party;

determining at the processor a network service provider associated with the terminating party to enable routing of the data transmission;

establishing a connection between an originating party and the network service provider;

routing the data transmission from the processor to the network service provider;

monitoring at the processor a status of a portion of the data transmission while the data transmission to the terminating party is in progress and until the connection with the terminating party is terminated;

generating at the processor performance information associated with the data transmission based on the monitored data transmission; and

reporting the performance information to a third party.

2. (Currently Amended) The method of claim 1, further comprising:

storing the performance information generated at the processor in a database.

3. (Currently Amended) An apparatus for monitoring and reporting performance information relating to data transmissions, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions allowing the processor to:

receive an electronic data transmission addressed to a ~~network service provider~~ a terminating party;

determine a network service provider associated with the terminating party;

route the data transmission to the network service provider;

monitor a status of a portion of the data transmission throughout the data transmission until the connection with the terminating party is terminated;

generate performance information ~~associate~~ associated with the data transmission based on the status of the portion of the data transmission; and

report the performance information to a third party.

4. (Previously Presented) The apparatus of claim 3, further comprising processing instructions allowing the processor to:

store the performance information in memory.

5. (Previously Presented) The method of claim 1, wherein the processor is a central controller.

6. (Currently Amended) The method of claim 1, wherein the performance information includes at least one of a time necessary for the network service provider to connect to the terminating party, how long the terminating party took to answer the call, whether an interactive voice response unit was utilized, whether the originating party exchanged dual-tone multi-frequency, how long a call was on hold, whether the call was dropped and who was responsible for the terminating or dropping the connection to the terminating party call.

7. (Currently Amended) The method of claim 6, wherein who was responsible for dropping or terminating the call comprises one of the network service provider or a terminating party.

8. (Previously Presented) The apparatus of claim 3, further comprising processing instructions allowing the processor to:

prompt an originating party with at least one question to gather additional performance information.

9. (Currently Amended) The apparatus method of claim 8, wherein the additional performance information comprises a level of customer service offered by a terminating party.

10. (Currently Amended) The apparatus ~~method~~ of claim 8, wherein said prompt comprises playing a recording to the originating party before connecting a call.

11. (Previously Presented) The method of claim 1, further comprising the step of:
prompting an originating party with at least one question to gather additional performance information.

12. (Previously Presented) The method of claim 11, wherein the additional performance information comprises a level of customer service offered by a terminating party.

13. (Previously Presented) The method of claim 11, wherein said prompting step comprises playing a recording to the originating party before connecting a call.

14. (Previously Presented) The apparatus of claim 3, wherein the processor is a central controller.

15. (Currently Amended) The apparatus of claim 3, wherein the performance information includes at least one of a time necessary for the network service provider to connect to the terminating party, how long the terminating party took to answer the call, whether an interactive voice response unit was utilized, whether the originating party exchanged dual-tone multi-frequency, how long a call was on hold, whether the call was dropped and who was responsible for the terminating or dropping the connection to the terminating party call.

16. (Previously Presented) The apparatus of claim 15, wherein who was responsible for dropping or terminating the call comprises one of the network service provider or a terminating party.

17. (New) The method of claim 13, wherein the originating party remains connected at the processor after termination of the call with the originating party or the network service provider.

18. (New) The method of claim 13, wherein the central controller recalls the originating party after termination of the call.

19. (New) The method of claim 13, wherein said prompting step further comprises directing the originating party to a webpage to answer questions.

20. (New) The method of claim 11, wherein the central controller prompts the originating party to answer questions after termination of the call with the terminating party or the network service provider.

21. (New) The method of claim 1, wherein the electronic data transmission comprises a call placed via one of public switched telephone network or voice over Internet protocol.

22. (New) The method of claim 1, wherein the electronic data transmission is a toll free number.

23. (New) The method of claim 1, further comprising:

receiving at the processor a request for reporting the performance information;

wherein the request for reporting is accomplished via one of hyper-text markup transfer protocol, secure hyper-text markup transfer protocol, file transfer protocol, the Internet or the processor and switch route.

24. (New) The method of claim 1, wherein the reporting performance information to a third party is accomplished via one of hyper-text markup language, extensible markup language, audio files, video content and the processor and switch route.

25. (New) The apparatus of claim 10, wherein the originating party remains connected at the processor after termination of the call with the originating party or the network service provider.

26. (New) The apparatus of claim 10, wherein the central controller recalls the originating party after termination of the call.

27. (New) The apparatus of claim 10, wherein said prompt further comprises processing instructions to allow the processor to:

direct the originating party to a webpage to answer questions.

28. (New) The apparatus of claim 8, wherein the central controller prompts the originating party to answer questions after termination of the call with the terminating party or the network service provider.

29. (New) The apparatus of claim 3, wherein the electronic data transmission comprises a call placed via one of public switched telephone network or voice over Internet protocol.

30. (New) The apparatus of claim 3, wherein the electronic data transmission is a toll free number.

31. (New) The apparatus of claim 3, further comprising processing instructions for allowing the processor to:

receive at the processor a request for reporting the performance information;

wherein the request for reporting is accomplished via one of hyper-text markup transfer protocol, secure hyper-text markup transfer protocol, file transfer protocol, the Internet or the processor and switch route.

32. (New) The apparatus of claim 3, wherein the reporting performance information to a third party is accomplished via one of hyper-text markup language, extensible markup language, audio files, video content and the processor and switch route.

33. (New) The method of claim 24, wherein the audio files comprise MPEG3 or WAV files, and the video content comprises AVI or MPEG4 files.

34. (New) The apparatus of claim 32, wherein the audio files comprise MPEG3 or WAV files, and the video content comprises AVI or MPEG4 files.